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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q25-Q30):

NEW QUESTION # 25

Ursa Major Solar needs to migrate a promotion from its existing legacy system to Consumer Goods Cloud TPM. Which structures need to be in place in the Salesforce org before migrating the promotion?

- A. Org unit hierarchy, master data, assortment, promotion templates, payment templates
- **B. Sales org, master data, promotion templates, tactic templates, all related KPI templates**
- C. Sales org, master data, promotion templates, funds, payment templates

Answer: B

Explanation:

Migrating active or historical promotions into Salesforce Consumer Goods Cloud TPM is a complex dependency management task. You cannot create a promotion record if the underlying "scaffolding" does not exist. The correct order of operations dictates that Sales Org and Master Data (Customers, Products, Periods) must be loaded first, as promotions are anchored to these entities. Crucially, however, the Templates are the "DNA" of any TPM object. A promotion cannot exist without a Promotion Template to define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which require Tactic Templates.

Furthermore, and most importantly for this specific answer option, the calculation engine relies on KPI Templates (or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If the KPI templates are not in place, the promotion has no "fields" or metrics to hold the migrated data values (like "Planned Volume" or "Fixed Cost"). Therefore, you cannot migrate the promotion data until the KPI structure that defines that data is fully configured and active in the target org. Option A correctly captures this full chain of structural dependencies: Org -> Master Data -> Promo Templates -> Tactic Templates -> KPI Templates.

NEW QUESTION # 26

During user acceptance testing, key users realize that not all products that have the KAM status for at least 1 day of the promotion period (Date From - Date Thru) can be added to the promotion.

Which setting in the promotion template configuration should the TPM consultant check?

- **A. Consider Product KAM Status**
- B. Consider Product Definition Policy
- C. Timeframe Determination Policy

Answer: A

Explanation:

In Consumer Goods Cloud, Product KAM Status determines if a specific product is valid for a specific customer (e.g., "Listed," "Delisted," "Test"). A common issue arises when a product is only active for part of a promotion's duration.

The behavior of the product selector—whether it includes or excludes these "partially active" products—is controlled by the "Consider Product KAM Status" setting on the Promotion Template (Option A).

* If configured strictly, the system might require the product to be active for the entire duration of the promotion.

* If the users expect to see products that are active for "at least 1 day," this setting must be adjusted to apply the correct logic (e.g., "Overlap" logic rather than "Fully Contained" logic).

* The Timeframe Determination Policy (Option B) controls dates (Shipment vs. Consumption), not product eligibility. Product Definition Policy (Option C) handles how products are defined in the hierarchy, not their status validity.

NEW QUESTION # 27

A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.

Which considerations should the company factor in?

- **A. User personas, business units, business milestones, change management**
- B. User personas, business milestones, service level agreements, change management
- C. User personas, business units, survey results, change management

Answer: A

Explanation:

A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a "People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:

* User Personas: You must understand who is using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the KAMs before adding Finance users.

* Business Units: Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.

* Business Milestones: You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.

* Change Management: TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.

Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan.

NEW QUESTION # 28

A key account manager (KAM) at Cloud Kicks wants to set up Customer Business Plans (CBPs) for a Planning Customer. The KAM wants to create a CBP for next year.

How should a consultant advise the KAM to set up the CBP?

- A. By defining the Date From and number of month
- **B. By specifying the Business Year**
- C. By specifying the Date From and Date Thru

Answer: B

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are the high-level containers used for annual volume and financial planning. Unlike specific promotions which have granular start and end dates (e.g., "Jan 1st to Jan 14th"), a Customer Business Plan is structurally designed to cover a standard fiscal or calendar year.

The recommended and standard best practice for setting up a CBP is to link it to a Business Year. When configuring the system, the administrator defines the Calendar and Business Years (e.g., 2024, 2025) in the master data. When a Key Account Manager (KAM) creates a new plan, they select the specific Year from a dropdown menu rather than manually entering a "Date From" and "Date Thru." This approach ensures data integrity and alignment with the corporate fiscal calendar. By selecting "Business Year: 2025," the system automatically understands the exact start and end dates based on the master calendar configuration (which might be Jan 1-Dec 31, or a fiscal offset like Oct 1-Sept 30). This prevents user error, such as a KAM accidentally creating a plan that runs for 13 months or starts on the wrong day of the week. It also facilitates "Year-over-Year" reporting, as the system can easily compare "CBP 2024" vs. "CBP 2025" because they are strictly defined by the Business Year object, ensuring that targets and baselines are aggregated into the correct annual buckets.

NEW QUESTION # 29

Ursa Major Solar's (UMS) fiscal year runs from October 1 to September 30. UMS wants to see all the customer business plans and volume plans split by month.

What should a consultant recommend creating and activating to match the TPM calendar with the calendar schema of UMS? 7

- A. A standard Calendar with custom periods
- **B. A custom Calendar with custom periods**
- C. A standard Calendar with standard periods

Answer: B

Explanation:

Time is a foundational dimension in Trade Promotion Management. Most organizations operate on standard Gregorian calendars (Jan 1 - Dec 31), but many, like Ursa Major Solar, utilize Fiscal Calendars (e.g., Oct 1 - Sept 30).

A standard Calendar in Salesforce Consumer Goods Cloud is hard-coded to the Gregorian year. If UMS were to use this, "Month 1" would always be January, which contradicts their business reality where "Period 1" is October.

To support a Fiscal Year starting in October, the consultant must implement a Custom Calendar with Custom Periods.

* Custom Calendar: Defines the overall structure (Fiscal Year).

* Custom Periods: Allows the administrator to explicitly define the start and end dates of every period.

For example, "Period 1, 2025" is defined as "2024-10-01 to 2024-10-31".

This configuration ensures that when a KAM views a "Year to Date" report or a monthly split in the P&L, the data aggregates correctly according to the company's financial reporting cycle.

NEW QUESTION # 30

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